



National Media Research Planning
815 Slaters Ln
Alexandria, VA 22314

Contract # 2528170
Schedule Dates 10/11/16-10/17/16
Advertiser Richard Burr for North Carolina Senate-R (108407)
Agency National Media Research Planning (14053)
Product POLITICAL CANDIDATE (ns) (1186)
Brand BURR FOR SENATE (838986)
Salesperson Millennium/PHL, Philadelphia (1103)
Sales Office Millennium Philadelphia
Buyer Name MediaAssistant,,
Phone/Fax /
CPE 475/694/6962
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments NC
Separation: 30
DO NOT RELEASE WITHOUT FUNDS.

Date Entered 06/14/16
Last Modified 09/30/16
Entered By Louise Palmer
CO-OP No
Headline # ECR25188068
Demo W3564R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,488.75
Net Total \$25,436.25
Sales Tax

Asheville (WLOS)
By Broadcast Month
Oct. 2016 39 \$29,925.00
Grand Total: 39 \$29,925.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/12/16-10/12/16	3	:30	5:28A- News-News 13 Early 530a	1			X					1	\$450.00	\$450.00	Asheville (WLOS)	NW13 EARLY-530	9/30/16
2.0	Normal Line / News	10/13/16-10/13/16	3	:30	5:28A- News-News 13 Early 530a	1			X					1	\$450.00	\$450.00	Asheville (WLOS)	NW13 EARLY-530	9/30/16
3.0	Normal Line / News	10/14/16-10/14/16	3	:30	5:28A- News-News 13 Early 530a	1				X				1	\$450.00	\$450.00	Asheville (WLOS)	NW13 EARLY-530	9/30/16
4.0	Normal Line / News	10/17/16-10/17/16	3	:30	5:28A- News-News 13 Early 530a	1	X							1	\$450.00	\$450.00	Asheville (WLOS)	NW13 EARLY-530	9/30/16
5.0	Normal Line / News	10/11/16-10/11/16	3	:30	6A- 6:30A (EST)	1		X						1	\$750.00	\$750.00	Asheville (WLOS)	NWS13 THS MORN	9/30/16
6.0	Normal Line / News	10/13/16-10/13/16	3	:30	6A- 6:30A (EST)	1			X					1	\$750.00	\$750.00	Asheville (WLOS)	NWS13 THS MORN	9/30/16
7.0	Normal Line / News	10/13/16-10/13/16	3	:30	6:30A- 7A (EST)	1			X					1	\$825.00	\$825.00	Asheville (WLOS)	NWS13 THS MORN	9/30/16
8.0	Normal Line / News	10/17/16-10/17/16	3	:30	6:30A- 7A (EST)	1	X							1	\$825.00	\$825.00	Asheville (WLOS)	NWS13 THS MORN	9/30/16
9.0	Normal Line / News	10/12/16-10/12/16	3	:30	11:58A- News-News 13 at Noon	1			X					1	\$375.00	\$375.00	Asheville (WLOS)	NWS 13 NOON	9/30/16
10.0	Normal Line / News	10/13/16-10/13/16	3	:30	11:58A- News-News 13 at Noon	1			X					1	\$375.00	\$375.00	Asheville (WLOS)	NWS 13 NOON	9/30/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... [http://\\$egi.net?p=1224](http://$egi.net?p=1224) ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WLOS
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Asheville, NC 28803

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Rate
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11.0	Normal Line / News	10/14/16-10/14/16	3	:30	11:58-41A- News-News 13 at Noon	1					X			1	\$375.00	\$375.00	Asheville (WLOS)	NWS 13 NOON	9/30/16
12.0	Normal Line / News	10/17/16-10/17/16	3	:30	11:58-41A- News-News 13 at Noon	1	X							1	\$375.00	\$375.00	Asheville (WLOS)	NWS 13 NOON	9/30/16
13.0	Normal Line / News	10/15/16-10/15/16	3	:30	6:58-20A- News-News 13 @ 7am Saturday	1						X		1	\$525.00	\$525.00	Asheville (WLOS)	NWS13 SA AT 7A	9/30/16
14.0	Normal Line / News	10/16/16-10/16/16	3	:30	6:58-20A- News-News 13 @ 7am Sunday	1							X	1	\$525.00	\$525.00	Asheville (WLOS)	NWS13 SU AT 7A	9/30/16
15.0	Normal Line / News	10/11/16-10/11/16	3	:30	4:59P- News-News 13 First News At 5P	1		X						1	\$675.00	\$675.00	Asheville (WLOS)	FIRST NWS AT 5	9/30/16
16.0	Normal Line / News	10/12/16-10/12/16	3	:30	4:59P- News-News 13 First News At 5P	1			X					1	\$675.00	\$675.00	Asheville (WLOS)	FIRST NWS AT 5	9/30/16
17.0	Normal Line / News	10/13/16-10/13/16	3	:30	4:59P- News-News 13 First News At 5P	1				X				1	\$675.00	\$675.00	Asheville (WLOS)	FIRST NWS AT 5	9/30/16
18.0	Normal Line / News	10/14/16-10/14/16	3	:30	4:59P- News-News 13 First News At 5P	1					X			1	\$675.00	\$675.00	Asheville (WLOS)	FIRST NWS AT 5	9/30/16
19.0	Normal Line / News	10/17/16-10/17/16	3	:30	4:59P- News-News 13 First News At 5P	1	X							1	\$675.00	\$675.00	Asheville (WLOS)	FIRST NWS AT 5	9/30/16

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Sales Office Millennium Philadelphia
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CPE 475/894/6962
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments NC
Separation: 30
DO NOT RELEASE WITHOUT FUNDS.

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Headline # ECR25188068
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20.0	Normal Line / News	10/11/16-10/11/16	3	:30	5:27-30P- News-News 13 at 5:30P	1		X						1	\$750.00	\$750.00	Asheville (WLOS)	NWS13 AT 5 30	9/30/16
21.0	Normal Line / News	10/12/16-10/12/16	3	:30	5:27-30P- News-News 13 at 5:30P	1			X					1	\$750.00	\$750.00	Asheville (WLOS)	NWS13 AT 5 30	9/30/16
22.0	Normal Line / News	10/13/16-10/13/16	3	:30	5:27-30P- News-News 13 at 5:30P	1				X				1	\$750.00	\$750.00	Asheville (WLOS)	NWS13 AT 5 30	9/30/16
23.0	Normal Line / News	10/14/16-10/14/16	3	:30	5:27-30P- News-News 13 at 5:30P	1					X			1	\$750.00	\$750.00	Asheville (WLOS)	NWS13 AT 5 30	9/30/16
24.0	Normal Line / News	10/17/16-10/17/16	3	:30	5:27-30P- News-News 13 at 5:30P	1	X							1	\$750.00	\$750.00	Asheville (WLOS)	NWS13 AT 5 30	9/30/16
25.0	Normal Line / News	10/11/16-10/11/16	3	:30	5:58P- News-News 13 at 6p	1		X						1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS 13 AT 6	9/30/16
26.0	Normal Line / News	10/12/16-10/12/16	3	:30	5:58P- News-News 13 at 6p	1			X					1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS 13 AT 6	9/30/16
27.0	Normal Line / News	10/13/16-10/13/16	3	:30	5:58P- News-News 13 at 6p	1				X				1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS 13 AT 6	9/30/16
28.0	Normal Line / News	10/14/16-10/14/16	3	:30	5:58P- News-News 13 at 6p	1					X			1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS 13 AT 6	9/30/16
29.0	Normal Line / News	10/17/16-10/17/16	3	:30	5:58P- News-News 13 at 6p	1	X							1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS 13 AT 6	9/30/16
30.0	Normal Line / SPOT	10/13/16-10/13/16	3	:30	6:58-50P- Wheel of Fortune	1				X				1	\$1,050.00	\$1,050.00	Asheville (WLOS)	WHEEL-FORTUNE	9/30/16

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Advertiser	Richard Burr for North Carolina Senate-R (108407)	Last Modified	09/30/16
Agency	National Media Research Planning (14053)	Entered By	Louise Palmer
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	BURR FOR SENATE (838986)	Headline #	ECR25188068
Salesperson	Millennium/PHL, Philadelphia (1103)	Demo	W3564R
Sales Office	Millennium Philadelphia	Order Type	Normal
Buyer Name	MediaAssistant,,	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	475/894/6962	Commission	\$4,488.75
Account Types	National/Political Candidate Agency BRD	Net Total	\$25,436.25
Billing Type	Weekly/Irregular	Sales Tax	
Comments	NC Separation: 30 DO NOT RELEASE WITHOUT FUNDS.		

Asheville (WLOS)		
By Broadcast Month	Spots	Rate
Oct. 2016	39	\$29,925.00
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31.0	Normal Line / SPOT	10/17/16-10/17/16	3	:30	6:58-50P- Wheel of Fortune	1	X							1	\$1,050.00	\$1,050.00	Asheville (WLOS)	WHEEL-FORTNE	9/30/16
32.0	Normal Line / SPOT	10/12/16-10/12/16	3	:30	7:28-30P- Jeopardy	1			X					1	\$1,125.00	\$1,125.00	Asheville (WLOS)	JEOPARDY	9/30/16
33.0	Normal Line / SPOT	10/14/16-10/14/16	3	:30	7:28-30P- Jeopardy	1					X			1	\$1,125.00	\$1,125.00	Asheville (WLOS)	JEOPARDY	9/30/16
34.0	Normal Line / News	10/11/16-10/11/16	3	:30	10:59:56P- News-News 13 11P Late News	1		X						1	\$825.00	\$825.00	Asheville (WLOS)	Late news	9/30/16
35.0	Normal Line / News	10/12/16-10/12/16	3	:30	10:59:56P- News-News 13 11P Late News	1			X					1	\$825.00	\$825.00	Asheville (WLOS)	Late news	9/30/16
36.0	Normal Line / News	10/13/16-10/13/16	3	:30	10:59:56P- News-News 13 11P Late News	1				X				1	\$825.00	\$825.00	Asheville (WLOS)	Late news	9/30/16
37.0	Normal Line / News	10/14/16-10/14/16	3	:30	10:59:56P- News-News 13 11P Late News	1					X			1	\$825.00	\$825.00	Asheville (WLOS)	Late news	9/30/16
38.0	Normal Line / News	10/15/16-10/15/16	3	:30	11P- News-News 13 11P Late News	1						X			\$825.00		Asheville (WLOS)	Late news	9/30/16
38.0.1	Preempt	10/15/16															Asheville (WLOS)	Program Change/Exception - News pushed back due to football	
39.0	Normal Line / News	10/16/16-10/16/16	3	:30	10:59:56P- News-News 13 11P Late News	1							X	1	\$825.00	\$825.00	Asheville (WLOS)	Late news	9/30/16

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40.0	Normal Line / News	10/17/16-10/17/16	3	:30	10:59:56P- News-News 13 11P Late News	1	X							1	\$825.00	\$825.00	Asheville (WLOS)	Late news	9/30/16

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, National Media Research Planning & Placement,
 being/on behalf of: NRSC/Burr for Senate,
 a legally qualified candidate of the US Senate
 political party for the office of: Republican
 in the North Carolina General Election
 election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

NRSC/Burr for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Timothy W. Gupton

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/1/2016
Date

Jonathan Ferrell agent for NRSC/Burr
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, NRSC/Burr for Senate

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Jonathan Ferrell agent for NRSC/Burr
signature of candidate or authorized committee

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.